

Brand New Course – The Only  
Certified Insurance Course  
In The Region!

# Certified General Insurance Specialist

***Gain A Thorough Understanding Of The Essential  
Analytical Techniques And Instruments  
For Insurance Professionals***

**15 – 19 March 2009**

**Villa Rotana Hotel, Dubai, UAE**

## Questions The Programme Answers:

- With the sub-prime impact and some of the largest insurers on the planet suffering from debt write downs, what will the future of the insurance sector look like?
- What makes a good general insurance practitioner?
- How do insurers adapt to changing information and distribution requirements of the modern insurer?
- What are the latest trends and offerings in the general insurance space?
- How does the business protect itself from risk?
- What is the best practice approach to claims settlement?
- What IT systems and processes can effectively support the underwriting process and marketing decisions of the business?

## Who Should Attend?

This programme has been designed for all insurance professionals who would benefit from additional insights into the latest developments in the international and regional insurance industries. In particular, the following will benefit:

- General insurance officers
- Compliance officers
- Bancassurance specialists
- Insurance agents
  - Insurance brokers
  - Insurance advisors

“ It was an extremely informative course. I especially enjoyed the case studies and practical, real-life examples. ”

**Shelley Abu-Sukheila, Senior Financial Analyst, Al Mal Real Estate Co, Kuwait**

Organised By



Official Regional Recruitment Partner



[www.iirme.com/cgis](http://www.iirme.com/cgis)

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Dear Insurance Specialist,

Financial services in general, and insurance in particular, have suffered particularly during the recent re-alignment of the global economy. Risk appetites and confidence levels have slipped to lows that have seldom been seen before, magnifying the risk consequences of even the smallest misjudgment.

The result of this is that there is increased pressure on you to keep up with the rapid developments in the industry, which is why IIR and the American Academy of Financial Management are pleased to present the brand new **Certified General Insurance Specialist** training programme. The only certified professional training course for insurance professionals in the GCC.

This comprehensive programme has been developed in response to the rapid development of the insurance industry in the GCC and addresses the main issues that you must confront as an insurance industry professional.

Led by international expert **Steve Wylie**, this course features a range of interactive exercises, peer led learning sessions and stimulating presentations. You can expect a challenging yet supportive atmosphere that encourages you to get the most from your own capabilities.

Steve and I look forward to welcoming you to this important course in March 2009!

Yours sincerely,



Jeremy Butcher  
Conference Director  
Head of Finance

*P.S. Generous early booking discounts are available  
– check the back page for details!*

## About Your Expert Course Leader

**Steve Wylie** is a Senior Industry Specialist and Management Consultant with over 22 years relevant business experience. He has direct experience in insurance (life and non life) and banking (retail, corporate and private).



Steve consults to the insurance sector in many parts of the world at Chief Executive level on vital business and operational areas such as strategic planning, project and programme management, IT implementation, business analysis, business planning, bancassurance, BPR and CRM.

Apart from line management experience in the insurance sector, Steve was also formerly Principal Consultant for PricewaterhouseCoopers leading their insurance activities in SE Asia. He was also recently the Director of Consulting for Gartner in Asia with a focus on financial services.

Steve has worked with executives and organisations in many countries with multi-cultural and multi-lingual teams in Western, Arabic and Asian environments.

## Forthcoming Related Events

A0985

### 4th Healthcare Insurance Forum

25 - 29 January 2009

[www.iirme.com/hci](http://www.iirme.com/hci)

BC2859

### Certified Risk Analyst

15 - 19 February 2009

[www.iirme.com/cra](http://www.iirme.com/cra)

BC2914

### Back Office Management And Operations

15 - 19 February 2009

[www.iirme.com/backoffice](http://www.iirme.com/backoffice)

For more information on any of the above events please contact us on Tel: 971-4-3352483 or email: [R.devnani@iirme.com](mailto:R.devnani@iirme.com)

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## Course Timings:

Registration will be at 08:00 on Day One. The course will commence at 08:30 and conclude at 14:30 followed by lunch. There will be two refreshment breaks at 10:30 and 12:30

## Day One

*Sunday, 15 March 2009*

### The Insurance Sector

#### The Global Insurance Industry Today – Facts, Figures And Leading Players

- Insurance business practice and regulation (global versus regional view)
- Legal and compliance issues in insurance
- The role and impact of regulators – domestic and international
- Analysis of key differences between domestic and international insurers

#### Insurance Process Overview – “Brick And Mortar” Vs “Online”

- Insurance terminology and definitions
- Issues and challenges facing the insurance sector
- Insurance industry drivers (life, non-life, health)

#### Risk Sharing And Re-Insurance

- Law of large numbers
- An overview of different ‘classes’ of insurance

## Day Two

*Monday, 16 March 2009*

### The Changing Insurance Sector

#### Roles Within The Insurance Profession – Getting The Right People On Board

- Personality profiling for insurance professionals (DISC)

#### The Future Of The Worldwide Insurance Sector And Regional Variations

- Financial services convergence - insurance and banking – bancassurance
- 10 models overview
- Mergers and acquisitions in the sector – the potential impact
- Loss adjustment overview
- Benchmarking, metrics and other performance indicators
- Insurable and uninsurable risks

#### Impact Of Sub-Prime On Insurers

- Case study on AIG

#### CRM, Marketing And Distribution Strategies

- The role of agents / disintermediation
- Purchasing insurance on the web – insurance e-commerce
- Barriers to e-commerce in the insurance sector
- Credit bureau and claims bureau and the insurance sector
- Online consolidation / comparison sites and their impact on ‘traditional’ distribution models
- The role of predictive analysis and business intelligence in the sector and the impact on insurance processes

## Day Three

*Tuesday, 17 March 2009*

### The Business Of Being An Insurer

#### The Structure Of A General Insurance Business Today

- Organisation structures

- Centralised vs decentralised processing
- Outsourcing insurance processing – pros and cons
- Supply chain management
- Procurement policies and strategies

#### Universal Insurance – eg Aviation - Warsaw Treaty

#### Risk Management

- Assessing customer risk
- Organisation risk

#### The Role Of IT And Underwriting Systems

- CRM
- Policy handling systems
- Knowledge management systems
- Documentation management systems
- Accounting systems
- Agency systems
- ERP

## Day Four

*Wednesday, 18 March 2009*

### Insurance Products

#### Life Products Vs Non-Life Products – Essential Elements

#### Non Life Products

- Home and property insurance
- Household contents insurance
- Motor insurance
- Healthcare insurance
- Travel insurance
- Commercial insurance
- Takaful insurance

#### Niche And Specialist Insurance Products

#### Other Specialist Insurance Classes

- Marine hull and cargo
- Aviation insurance
- Golfers insurance

## Day Five

*Thursday, 19 March 2009*

### Application And Claims Handling

#### Application Processing And Handling

- The process of approval
- Notifying customers of unsuccessful applications

#### Claims Handling, Claims Management And “Lessons Learned”

- Basic claims handling procedures and documentation
- Automation of the claims ‘process’ – pros and cons

#### Negotiation Of A Claim Settlement

- Legal implications
- Negotiation on the issue of liability
- Negotiation with a third-party
- Involving the principal

#### Role Play – relationships between roles and personality types

*Settlement Options And Case Studies*



ISO 9001:2000

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## FIVE EASY WAYS TO REGISTER

☎ 971-4-3352437    📠 971-4-3352438    💻 register@iirme.com

✉ **IIR Holdings Ltd.**      **GCS/IIR Holdings Ltd.**  
 PO Box 21743, Dubai, UAE    PO Box 13977, Muharraq, Kingdom of Bahrain

🌐 **www.iirme.com/cgis**

For further information and **Group Discounts** contact Raveena on 971-4-3352483 or email: R.devnani@iirme.com

**Group discounts** are only available on the full event price

BC3005

Yes, I want to register for:

Event	Dates	Price before 11 January 2009	Price between 11 January and 1 February 2009	Price after 1 February 2009
<input type="checkbox"/> <b>Certified General Insurance Specialist</b>	15 – 19 March 2009	<b>US\$ 4,250</b> (Save US\$ 500)	<b>US\$ 4,550</b> (Save US\$ 200)	<b>US\$ 4,750</b>

**If you have eight or more delegates who need this training, contact IIR In-House on 971-4-3352439 or inhouse@iirme.com**

*Course fees include documentation, luncheon and refreshments, Delegates who attend all sessions will receive a Certificate of Attendance.*

## PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email	Mobile
1 <sup>st</sup> Delegate							
2 <sup>nd</sup> Delegate							
3 <sup>rd</sup> Delegate							
4 <sup>th</sup> Delegate							

To assist us with future correspondence, please supply the following details:

Head of Department							
Training Manager							
Booking Contact							

Company .....

Address (if different from label above): .....

Postcode: ..... Country: .....

Tel: ..... Fax: .....

No. of employees on your site:

0-49     50-249     250-499     500-999     1000+

Nature of your company's business: .....

Yes! I would like to receive information about future events & services via email.

My email address is: .....

### Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York Bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. All payments should be made in favour of IIR Holdings Ltd.

### Card Payment

Please charge me my credit card:  Visa     Mastercard     American Express

Name on Card: .....

Card Number: ..... Exp. Date: .....

Signature: .....

### Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

### Avoid Visa Delays - Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.  
*Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.*

### Event Venue

**Villa Rotana Hotel, Dubai, UAE**  
 Tel.: +971-4-3216111

### Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:  
 Tel: 971-4-4072693  
 Fax: 971-4-4072517  
 Email: hospitality@iirme.com

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